

6th International Conference on Financial Innovation and Economic Development (ICFIED 2021)

Advances in Economics, Business and Management Research
Volume 166

Online
29-31 January 2021

Editors:

**Y.Y. Yu
G. Liu**

ISBN: 978-1-7138-2875-4

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2021) by Atlantis Press
All rights reserved.
Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=icfied-21>

Printed with permission by Curran Associates, Inc. (2021)

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

E-COMMERCE BUSINESS MODEL INNOVATION UNDER THE BACKGROUND OF INTERNET CELEBRITY ECONOMY	1
<i>Jiawei Pang</i>	
TRANSFORMATION AND STRATEGIC DEVELOPMENT OF HUMAN RESOURCE MANAGEMENT IN PUBLIC SECTOR UNDER DIGITAL ECONOMY	8
<i>Xitao Liu, Yongyang Xu</i>	
UNEMPLOYMENT, INFLATION AND IMPACT OF GDP IN INDIA	12
<i>Xinhe Xia</i>	
EVALUATION OF THE FINANCIAL ECOLOGICAL ENVIRONMENT OF YANGTZE RIVER DELTA URBAN AGGLOMERATIONS	19
<i>Yihang Wang</i>	
THE IMPACT OF TRADE IN SERVICE RESTRICTIONS ON REAL GDP LEVEL: AN EMPIRICAL ANALYSIS FROM CHINA AND ITS OBOR AFRICAN PARTNERS	24
<i>Pei Zhi Wang, Abdul Hadi Tahir</i>	
AN EMPIRICAL ANALYSIS OF THE EFFICIENCY OF MY COUNTRY'S PRIVATE INVESTMENT STRUCTURE	29
<i>Sun Min</i>	
ANALYSIS ON THE ACQUISITION OF LVMH ON TIFFANY& CO.	34
<i>Jiani Li</i>	
RISK ANALYSIS AND COUNTERMEASURES OF CROSS BORDER E-COMMERCE PROJECTS BETWEEN CHINA AND THE UNITED STATES DURING THE GAME PERIOD.....	39
<i>Tiequan Chen</i>	
PATERNALISTIC LEADERSHIP AND ITS POSITIVE INFLUENCES IN TELECOMMUTING ENVIRONMENT.....	44
<i>Ruoyun Jiang</i>	
ANALYSIS ON THE INFLUENCE OF ECONOMIC SHOCK ON THE EMPLOYMENT OF HIGHER SCHOOL STUDENTS UNDER THE EPIDEMIC SITUATION	48
<i>Jinhua Wang</i>	
ANALYSIS ON THE SITUATION OF CHINESE HOUSING BUBBLE	52
<i>Jingyu Yao</i>	
APPLICATION AND PROSPECT OF BLOCKCHAIN TECHNOLOGY IN CHINA'S COMMERCIAL BANKS	58
<i>Tianyu Liu, Dayan Lin</i>	
THE ENLIGHTENMENT OF AMERICAN SUBPRIME MORTGAGE CRISIS TO FINANCIAL SUPERVISION IN CHINA	63
<i>Shao Wenya, Wu Lili</i>	
PREDICTION OF STOCK PRICE BASED ON LSTM MODEL.....	67
<i>Yangtian Yan</i>	

EXPLORING THE PRINCIPLES AND LAWS OF FINANCIAL CRISIS: FROM THE SUBPRIME MORTGAGE CRISIS TO NEW CROWN EPIDEMIC	75
<i>Wang Shuhao</i>	
THE RESEARCH OF REASONS BEHIND THE US-CHINA TRADE IMBALANCE.....	79
<i>Meixi Peng</i>	
FINANCIAL MODEL INNOVATION OF AGRICULTURAL PRODUCT SUPPLY CHAIN BASED ON INTEGRATED OPERATION	86
<i>Li Chunhua, Wang Peng</i>	
THE PLIGHT ON THE DEVELOPMENT OF P2P ONLINE LENDING AND THE COUNTERMEASURES USING BLOCKCHAIN.....	90
<i>Xiyang Su</i>	
NIKE’S GENERAL COMPANY ANALYSIS BASED ON IT 2020 ANNUAL REPORT	97
<i>Xuqing Liu</i>	
THE INFLUENCE AND DEVELOPMENT ONE OF THE “ONE BELT, ONE ROAD” CROSS BORDER ETHNIC GROUPS ON THE ECONOMIC AND TRADE COOPERATION BETWEEN THE CENTRAL ASIAN COUNTRIES	102
<i>Ruimin Zhang</i>	
THE IMPACT OF SECURITIES MARGIN TRADING ON THE STOCK MARKET VOLATILITY AND LIQUIDITY —— BASED ON THE EMPIRICAL RESULTS OF SHANGHAI AND SHENZHEN MARKETS.....	108
<i>Liru Bai, Yiming Li</i>	
RESEARCH ON FINANCIAL DEVELOPMENT OPPORTUNITY GRAPH BASED ON ENERGY INTERNET	114
<i>Dan Wang, Yan Chang, Wenhao Zhu, Qian Zhang, Shan Jiang</i>	
RESEARCH ON INFLUENCE OF ENERGY INTERNET ON ORGANIZATIONAL FORM OF POWER GRID ENTERPRISE.....	119
<i>Hualei Zhang, Jian Zhao</i>	
FACTORS FOR STOCK MARKETS TO AVOID BIG FALLS DURING THE CORONAVIRUS EPIDEMIC	125
<i>Jiarui Wu</i>	
RESEARCH ON CORPORATE STRATEGY AND FINANCIAL PERFORMANCE BASED ON BOARD FUNCTION.....	130
<i>Ruixue Gao, Zhixuan Li</i>	
EVALUATION OF POVERTY ALLEVIATION PERFORMANCE FROM THE PERSPECTIVE OF SPSS DATA ANALYSIS OF INTERGENERATIONAL MOBILITY	136
<i>Haonan Zhou, Kexin Xie</i>	
ANALYSIS OF THE IMPACT OF COVID-19 ON THE TOURISM STOCK MARKET TAKING CAISSA TOURISTIC AS AN EXAMPLE	142
<i>Yumeng Chai</i>	
RESEARCH ON THE IMPACT OF GREEN CREDIT ON CHINESE COMMERCIAL BANK CREDIT	148
<i>Xiaoying Chen</i>	

RESEARCH ON THE ENTITY AND ONLINE STORES OF COSMETICS IN CHINA	152
<i>Jinming Zhang</i>	
THE IMPACT OF THE CORONAVIRUS ON CHINESE PHARMACEUTICAL INDUSTRY	157
<i>Haolang Liu</i>	
CHALLENGES AND COUNTERMEASURES OF CHINA'S DIRECT INVESTMENT IN MONGOLIA IN THE BACKGROUND OF THE BELT AND ROAD INITIATIVE.....	163
<i>Yifei Li</i>	
IMPACTS OF INTERNET FINANCE ON TRADITIONAL COMMERCIAL BANKS AND COUNTERMEASURES	168
<i>Zibo Gao</i>	
HOW DOES EDUCATION AFFECT THE TIME SPENDING ON WORK AND LEISURE?.....	172
<i>Chen Ye</i>	
INTERNATIONALIZATION EXPERIENCE OF CHINESE ANCIENT CURRENCY AND ITS ENLIGHTENMENT	179
<i>Dechen Ding</i>	
ANALYSIS ON THE US AND CHINESE STOCK COMPANY	183
<i>Yuhao Chen</i>	
RESEARCH ON CUSTOMER VALUE MEASUREMENT	188
<i>Putengxin Liu</i>	
ANALYSIS ON CAPM AND SHARPE RATIO IN MARKET INVESTMENT	193
<i>Zhou Yang</i>	
ANALYSIS OF OVERSEAS MANAGEMENT STRATEGY OF THE VOLKSWAGEN GROUP	197
<i>Yulin Bai</i>	
ANALYZING THE TREND OF CHINESE REAL ESTATE UNDER THE EPIDEMIC ERA BY COMPARING THE REAL ESTATE MARKETS BETWEEN CHINA AND JAPAN.....	203
<i>Guanhua Qu</i>	
STRUCTURAL CHANGE AND TREND OF EXPORT COMPETITIVENESS ON CHINA'S AGRICULTURAL PRODUCT	208
<i>Xinghua Wang, Min Zhao, Shunchen Wu, Xinyi Li</i>	
RESEARCH ON THE PATH AND MECHANISM OF SMART CITY CONSTRUCTION FROM THE PERSPECTIVE OF NEW INFRASTRUCTURE	213
<i>Ya Lian Du</i>	
ANALYSIS OF THE INTEGRATION AND DYNAMIC LINKAGES OF BRICS STOCK MARKETS.....	217
<i>Zehui Yu, Liru Bai, Yiming Li</i>	
THE IMPACT OF SOCIAL SUPPORT ON EMPLOYEES' SUBJECTIVE WELL BEING: THE MEDIATING ROLE OF OPTIMISM	224
<i>Hui-Wen Bai</i>	
RESEARCH ON THE CONSTRUCTION OF DIGITAL GOVERNMENT IN DIGITAL ECONOMY	230
<i>Bingqian Chen</i>	

HOW DOES OPPORTUNITY INEQUALITY AFFECT EDUCATION INEQUALITY AND INCOME DISTRIBUTION? AN EMPIRICAL ANALYSIS ON CHINA.....	236
<i>Yaxuan Li</i>	
THE IMPACT OF NON- ROUNDEDNESS OF NUMBERS ON GOAL-ORIENTED CONSUMPTION	246
<i>Zhaoyuan Qian</i>	
THE COMPARISON ABOUT PRIVATE ENTERPRISES BETWEEN SHANDONG PROVINCE AND ZHEJIANG PROVINCE	250
<i>Xinyu Zhuang</i>	
RESEARCH ON THE FLOW AND EXCHANGE OF HIGH-LEVEL TALENTS IN XI'AN UNDER THE BACKGROUND OF PORT ECONOMIC DEVELOPMENT.....	258
<i>Jiayi Zeng</i>	
THE CAUSES OF THE SUBPRIME MORTGAGE CRISIS AND ITS ENLIGHTENMENT TO CHINA	262
<i>Haoran Ma</i>	
SPECULATIONS TO FINANCIAL SHORT SELLING IN ECONOMIC WAY	268
<i>Cailing Piao</i>	
ANALYSIS OF NATIONAL LAW IN THE MARKET	274
<i>Yichen Yao</i>	
EMPIRICAL ANALYSIS OF THE CHINESE MASK INDUSTRY DURING THE COVID-19 EPIDEMIC	280
<i>Ziyu Yu</i>	
COMPARISON OF EMPHASIS POINT TOWARDS MARKETING STRATEGIES BETWEEN PEPSI & COCA-COLA	285
<i>Yueqian Dai</i>	
ANALYSIS ON THE “HIGH SEND AND TRANSFER” DIVIDEND POLICY OF LISTED COMPANIES IN CHINA	290
<i>Yuhan Zhu, Yitao Ding</i>	
THE IMPACT OF DEVIANT STRATEGY ON CORPORATE INNOVATION PERFORMANCE: THE MODERATING ROLE OF EQUITY INCENTIVES AND MARKET COMPETITION	294
<i>Chong Chen</i>	
RESEARCH ON CRIME PREVENTION BASED ON THE ECONOMICS OF CRIME	299
<i>Yanli Li</i>	
ANALYSIS AND RESEARCH ON THE RELATIONSHIP BETWEEN EDUCATIONAL INVESTMENT, ECONOMIC DEVELOPMENT AND POVERTY ALLEVIATION IN MIDDLE-INCOME COUNTRIES	303
<i>Zijing Qi, Beibei Nieyu, Zhen Zong</i>	
RESEARCH ON CHARACTERISTICS AND RISK PREVENTION AND CONTROL OF INTERNET FINANCIAL INVESTMENT.....	308
<i>Huaping Li</i>	

ESTABLISHMENT AND ANALYSIS OF MULTI-FACTOR STOCK SELECTION MODEL BASED ON SUPPORT VECTOR MACHINE IN CSI 300 INDEX CONSTITUENT STOCKS MARKET	312
<i>Changsheng Dou, Tengzhe Zhao, Ziheng Guo</i>	
RESEARCH ON THE DEFAULT RISK AND CREDIT STRATEGY OF SMALL AND MEDIUM-SIZED ENTERPRISE	321
<i>Siqi Guo, Wanqing Peng, Haoxuan Li</i>	
ANALYSIS OF FINANCIAL INVESTMENT RISK IN ENTERPRISE FINANCIAL MANAGEMENT	326
<i>Weimei Chu</i>	
RESEARCH ON EVOLUTION PROCESS OF CREDIT RISK CONTAGION UNDER DEGREE STATE TRANSITION.....	330
<i>Tianqi Wang, Yi Sun</i>	
USING IS-LM MODEL TO ANALYZE THE EFFECTS OF COVID-19 ON CHINESE ECONOMY	338
<i>Haonan Wang</i>	
MOM INVESTMENT AND ITS DEVELOPMENT PROSPECTS IN CHINA	342
<i>Xiaolong Jia, Qiyue Cheng, Zihao Pu, Ling Chen, Yuchen Ma</i>	
ANALYSIS ON THE MONETIZATION OF SALES CHANNELS UNDER THE FRAME OF FARMER PROFESSIONAL COOPERATIVES—TAKING 35 PROFESSIONAL GRAPE COOPERATIVES IN JINXIANG, SHANDONG PROVINCE AS AN EXAMPLE.....	349
<i>Teng Zhou, Yao Liu Yao</i>	
THE COORDINATED DEVELOPMENT OF INDUSTRY, POPULATION AND SPACE IN BEIJING-TIANJIN-HEBEI URBAN AGGLOMERATION.....	353
<i>Jie Liu, Feng Jiang, Zhihui Li</i>	
RESEARCH ON THE CAUSES AND PREVENTION OF INVESTMENT RISKS OF REAL ESTATE ENTERPRISES IN CHINA	358
<i>Cenyong Dai</i>	
THE IMPACT OF THE EPIDEMIC ON CHINA’S REAL ESTATE INDUSTRY IN 2020.....	362
<i>Yucheng Li</i>	
HOUSING PURCHASE RESTRICTION AND BIRTH RATES: AN UNINTENDED CONSEQUENCE OF GOVERNMENTAL INTERVENTION	367
<i>Chong He, Chengjun Han</i>	
ANALYSIS ON THE CURRENT SITUATION AND FUTURE DEVELOPMENT OF SNEAKER RESALE MARKET	378
<i>Zhang Boping</i>	
ANALYSIS ON THE INFLUENCE OF ELECTRONIC CURRENCY CIRCULATION ON CENTRAL BANK	385
<i>Yutong Zhang</i>	
INFLUENCE OF THE CURRENCY UNIFICATION ON THE SOVEREIGN DEBT CRISIS IN EUROPE	391
<i>Hengqi Li</i>	

RESEARCH ON THE OPERATIONAL PERFORMANCE OF THE FIRST BATCH OF PRIVATE BANKS IN CHINA.....	397
<i>Peishen Cao, Hongwei Liu</i>	
THE GAME ANALYSIS BETWEEN GOVERNMENTS IN PROVINCES BORDER REGION ECONOMIC DEVELOPMENT	401
<i>Xiaoqing Pang</i>	
ANALYSIS OF THE INFLUENCE OF WORKPLACE SPIRITUALITY ON ORGANIZATIONAL COMMITMENT BASED ON SPSS: THE ROLE OF ORGANIZATIONAL TRUST AND POWER DISTANCE	407
<i>Li-Hua Tang, Zi-Hui Li</i>	
THE TRANSFORMATION AND CHALLENGE OF HUMAN RESOURCE MANAGEMENT IN PUBLIC SECTOR UNDER DIGITAL ECONOMY.....	414
<i>Kexin Lv, Defa Cai, Peng Chang</i>	
INTERNAL CONTROL QUALITY, CORPORATE SOCIAL RESPONSIBILITY FULFILLMENT AND ENTERPRISE PERFORMANCE: EVIDENCE FROM LISTED COMPANIES IN CHINA’S PHARMACEUTICAL MANUFACTURING INDUSTRY	419
<i>Ziyi Zeng, Xi Zhang</i>	
EMPIRICAL STUDY ON COMPETENCY MODEL OF MANAGERS IN FOURTH PARTY LOGISTICS ENTERPRISES.....	426
<i>Chunbin Liu</i>	
DESIGN AND EMPIRICAL RESEARCH ON HIERARCHICAL SETTLEMENT MODEL OF INDIVIDUAL CUSTOMERS	430
<i>Pengfei Li</i>	
ANALYSIS OF HONG KONG DOLLAR IN A CHANGING ECONOMIC ENVIRONMENT.....	435
<i>Dihua Fang</i>	
RESEARCH ON FINANCIAL MODEL INNOVATION BASED ON TYPICAL APPLICATION SCENARIOS OF ENERGY INTERNET	440
<i>Dan Wang, Wenhao Zhu, Yan Chang, Shan Jiang</i>	
THOUGHTS ON HUMAN RESOURCE MANAGEMENT OF PRIVATE ENTERPRISES IN CHINA	444
<i>Zheng Hu</i>	
AN EMPIRICAL STUDY ON THE IMPACT OF GOVERNMENT SUBSIDIES ON THE FINANCIAL PERFORMANCE OF AGRICULTURAL LISTED COMPANIES.....	448
<i>Min Qian, Keying Han</i>	
ECONOMIC FORECAST OF THE SOUTHERN CHINA ON BP NEURAL NETWORK--- TAKING CHONGQING AS AN EXAMPLE	454
<i>Wenke Du, Jing Ge, Shidong Sun</i>	
ANALYSIS OF FINANCIAL THEORY AND FINANCIAL GOVERNANCE UNDER THE BACKGROUND OF NEW NETWORK ECONOMY AND EPIDEMIC SITUATION	459
<i>Yuchao Guo</i>	
ANALYSIS OF BILIBILI’S BUSINESS MODEL	464
<i>Zhihan Wang, Weijie Xiao</i>	

FINANCIAL RISK ANALYSIS AND REGULATORY SUGGESTIONS FOR SHADOW BANKING.....	473
<i>Yilu Li</i>	
RESEARCH ON THE REVOLUTION OF THE CATERING INDUSTRY IN THE PLATFORM ECONOMY.....	478
<i>Peiyi Zhang</i>	
RESEARCH ON THE PERFORMANCE OF CROSS BORDER M & A OF CHINESE LISTED COMPANIES UNDER THE BACKGROUND OF SUPPLY SIDE REFORM.....	484
<i>Qian Min, Ma Wei</i>	
LAOS ECONOMIC STRUCTURE AND ECONOMIC DEVELOPMENT POLICY.....	490
<i>Somsanith Sythongbay</i>	
THE IMPACT OF THE DIVIDEND METHOD ON THE CHINA LISTED COMPANY'S STOCK PRICE.....	499
<i>Zehui Peng</i>	
CAUSES OF THE SUBPRIME CRISIS AND ITS ENLIGHTENMENT TO CHINA'S ECONOMY.....	505
<i>Tianyi Wang</i>	
CAN ENVIRONMENTAL REGULATIONS FORCE THE UPGRADING OF THE INDUSTRIAL STRUCTURE?.....	509
<i>Yixuan Zhang</i>	
RESEARCH ON CHINA'S SHADOW BANKING REGULATORY ISSUES.....	514
<i>Rongxiang Luan</i>	
THE POLICY DEVELOPMENT COURSE AND ENLIGHTENMENT OF VENTURE CAPITAL IN CHINA UNDER THE BACKGROUND OF INDUSTRIAL STRUCTURE UPGRADING AND TRANSFORMATION.....	522
<i>Jiajia Fu</i>	
ANALYSIS OF THE COVID-19 EPIDEMIC'S IMPACT ON THE STOCK.....	528
<i>Bokai Sun</i>	
OPPORTUNITIES OF FINANCIAL TECHNOLOGY UNDER THE IMPACT OF COVID-19 BASED ON THE PERSPECTIVE OF MACROECONOMIC AND FINANCIAL UNCERTAINTY.....	533
<i>Shiji Wang</i>	
EMPIRICAL STUDY OF PATENT PROTECTION RIGHTS ON CORPORATE REVENUES OF INTERNATIONAL SEED COMPANIES.....	537
<i>Yao Tan</i>	
RESEARCH ON THE INFLUENCE OF WEBCAST ON CONSUMERS' PURCHASE DECISION.....	541
<i>Zhenxiang Guan</i>	
LOOKING FOR THE OPTIMAL CRYPTOCURRENCY PORTFOLIO: BENEFITS OF DIVERSIFICATION.....	546
<i>Tian Chen</i>	

RESEARCH AND INSPIRATION ON ENRON’S BUSINESS MODEL OF “NATURAL GAS BANK” FROM THE PERSPECTIVE OF FINANCIAL INNOVATION.....	552
<i>Huiwen Xu, Zhen Wang</i>	
BILATERAL TRADE BETWEEN CHINA AND KAZAKHSTAN: CHALLENGES AND OPPORTUNITIES IN THE CONTEXT OF BELT AND ROAD INITIATIVE.....	558
<i>Yuhang Duan</i>	
INFLUENCE OF CORPORATE GOVERNANCE ON FINANCIAL PERFORMANCE IN CHINA’S INFORMATION INDUSTRY	563
<i>Li-Ling Yang</i>	
THE ROLE OF MODERN ECONOMICS IN THE IMPROVEMENT OF ENTERPRISE MANAGEMENT EFFICIENCY	568
<i>Shang Yu</i>	
REVIEW OF ASSET PRICING THEORY AND EMPIRICAL RESEARCH.....	574
<i>Zhenzhen Zhao</i>	
THE RESEARCH OF THE DEVELOPMENT PROCESS OF EQUITY INCENTIVE IN CHINA	580
<i>Zhehua Chen</i>	
RESEARCH ON THE TARGET POSITIONING OF RMB INTERNATIONALIZATION IN THE NEW ERA.....	586
<i>Dechen Ding</i>	
STRATEGIC POSITIONING, MONETARY POLICY AND CAPITAL STRUCTURE.....	590
<i>Zhu Bao, Ma Zhong, Wang Longfeng</i>	
ANALYSIS ON THE HOUSING BUBBLE IN CHINA.....	594
<i>Yuan Yan Jiang</i>	
THE REASONS FOR DOUYIN’S SUCCESS FROM THE PERSPECTIVE OF BUSINESS MODEL, ALGORITHM AND FUNCTIONS	600
<i>Baiyu Huang</i>	
COMPARISON BETWEEN THE COVID-19 EPIDEMIC AND GLOBAL CREDIT CRISIS IN 2008.....	606
<i>Wu Sirui</i>	
THE COMBINATION OF MARKET VALUE DATA AND BACKGROUND INFORMATION USED TO ANALYZE A COMPANY OR A SUBFUND.....	610
<i>Jingqiu Liu</i>	
ANALYSIS OF THE CO-MOVEMENT OF ECONOMIC GROWTH OF BRICS COUNTRIES	614
<i>Bai Fa Shi, Hua Bai</i>	
EFFECT OF COVID-19 ON QUICK SERVICE RESTAURANT INDUSTRY IN CHINA AND THE US	618
<i>Lin Li</i>	
EVALUATING THE APPLICATION OF PUBLIC-PRIVATE PARTNERSHIP (PPP) FUNDING MODELS IN PUBLIC NURSING INSTITUTIONS IN HUBEI PROVINCE, CHINA	627
<i>Peiqi Deng</i>	
ANALYSIS ON CHINA CROSS-BORDER E-COMMERCE UNDER COVID-19	631
<i>Shiqin Song</i>	

ANALYSIS OF RISK MANAGEMENT PLAN OF FINANCE SECTION	635
<i>Jiaming Huang</i>	
THE CONSTRUCTION OF INTERNAL MARKETIZATION MANAGEMENT PATH -- BASED ON THE CASE STUDY OF QIANJIN GROUP	640
<i>Haobo Chen</i>	
RISK ASSESSMENT OF INTERNET FINANCE UNDER THE BACKGROUND OF BIG DATA.....	646
<i>Zhuoru Ju</i>	
ANALYSIS OF THE IMPACT ON CHINESE ECONOMY AND COUNTERMEASURES OF THE COVID-19	652
<i>Shiyuan Wang</i>	
RESEARCH ON THE CORRELATION BETWEEN MARKETING AND PRODUCT PACKAGING DESIGN	656
<i>Ziyan Zhang, Zhe Yang</i>	
ANALYSIS OF IPHONE’S MARKETING STRATEGY.....	660
<i>Meihan He</i>	
THE IMPACTS OF BASEL III ON THE GLOBAL BANKING REGULATIONS AND THE RESPONSES OF REGULATORY SYSTEMS	664
<i>Xiaotong He</i>	
ANALYSIS ON THE DEVELOPMENT OF FINANCING MODE OF “INTERNET FINANCE +AGRICULTURAL VALUE CHAIN” IN SHAANXI PROVINCE	670
<i>Tingting Dou, Yan Li, Zhao Li</i>	
CHINA’S ECONOMIC TRANSFORMATION AND INDUSTRIAL UPGRADING UNDER THE NEW NORMAL.....	675
<i>Zhan Gao</i>	
ANALYSIS ON THE INFLUENCING FACTORS AND CAUSES OF CHINA’S HIGH HOUSING PRICES.....	682
<i>Zekai Zhang</i>	
RESEARCH AND ANALYSIS ON HERD BEHAVIOR OF INDIVIDUAL INVESTORS	687
<i>Zhuowen Chen</i>	
ANALYSIS ON THE APPLICATION OF CUSTOM SEGMENTATION	692
<i>FanJun Zeng</i>	
THE APPLICATION OF TOPOLOGICAL STRUCTURE OF INTERPERSONAL RELATIONSHIPS TO OPTIMIZE CUSTOMER SEGMENTATION.....	696
<i>Haotian Liu</i>	
RESEARCH ON TRAINING METHODS OF CROSS-BORDER E-COMMERCE TALENTS IN THE 5G ERA	701
<i>Wang Ning, Li Zhao</i>	
THE RELATIONSHIP BETWEEN COMPUTER OWNERSHIP AND STUDENT ACHIEVEMENT	705
<i>Yuan Xu, Enyu Lin, Xihan Zhu</i>	

THE IMPACT OF LUCKIN COFFEE’S NEGATIVE NEWS ON ITS STOCK PRICE AND THE FINANCIAL MARKET	711
<i>Chak Ho Chau</i>	
RESEARCH ON THE CURRENT SITUATION AND COUNTERMEASURES OF CROSS-BORDER ELECTRONIC COMMERCE LAW SUPERVISION.....	717
<i>Haolan Shi</i>	
RESEARCH ON STRATEGIC CHOICE OF ENTERPRISE INNOVATION UNDER THE SHARED ECONOMY	722
<i>Jiayu Lai, Zien Chen</i>	
APPLICATION OF CUSTOMER ANALYSIS METHODS TO ONLINE BUSINESS SERVICES— TAKE PINDUODUO FOR EXAMPLE.....	726
<i>Zhixi Zhou</i>	
AN EMPIRICAL STUDY ON THE REGIONAL DISTRIBUTION AND INFLUENCING FACTORS OF COMMUNITY DEVELOPMENT FOUNDATIONS: TAKE SHANGHAI AS AN EXAMPLE	730
<i>Siyang Zhang</i>	
RESEARCH ON THE FOUR-DIMENSIONAL DECOMPOSITION OF CHINA’S MANUFACTURING EXPORT GROWTH	736
<i>Dong Tianhao, Deng Jing</i>	
STUDY ON THE LEGAL SYSTEM OF FOREIGN MILITARY BIDDING PROCUREMENT.....	740
<i>Dongbin Wang, Yangyang Yu, Haiyong Zhang</i>	
OVER-ISSUED CURRENCY AND REAL ESTATE ASSET PRICES IN CHINA MARKET	748
<i>Mingze Wu</i>	
THE TRANSFORMATION AND STRATEGIC DEVELOPMENT OF HUMAN RESOURCE MANAGEMENT IN THE PUBLIC SECTOR UNDER THE DIGITAL ECONOMY	752
<i>Chunmiao Yao</i>	
HYBRID PSO-SVM FOR FINANCIAL EARLY-WARNING MODEL OF SMALL AND MEDIUM-SIZED ENTERPRISES.....	756
<i>Xinke Chong</i>	
DESIGN OF COMMON DATA DISTRIBUTED LOADING IN MARKETING REAL TIME COST CONTROL SYSTEM	764
<i>Libo Xu, Jue Bo, Yonghui Han, Yuanqi Yu, Liyang Liu</i>	
CURRENT INCOME RECOGNITION PRINCIPLE ANALYSIS OF IFRS 15, ASC 606 AND CAS 14	770
<i>Shuyu Zhou</i>	
THE APPLICATION OF NEW MEDIA IN UNIVERSITY ADMINISTRATION.....	777
<i>Shengkang He, Lu Liu</i>	
RESEARCH ON THE APPLICATION OF ACCOUNTS RECEIVABLE FINANCING.....	781
<i>Jiixin Pei</i>	
COMPARISON OF MARKETING STRATEGIES BETWEEN EMERGING AND LEGACY COMPANIES.....	792
<i>Hongyu Wu</i>	

ANALYSIS ON THE CUSTOMER SEGMENTATION OF HUAWEI COMPANY	796
<i>Yang Yueyuan</i>	
RESEARCH ON MARKETING SEGMENTATION	801
<i>Boxiang Jia</i>	
PREDICTION METHOD OF STOCK FLUCTUATION TREND BASED ON LASSO-BPNN	806
<i>Hongzheng Li</i>	
ANALYSIS OF NATIONAL HEALTH RESOURCE ALLOCATION AND POLICIES DURING THE COVID-19 FROM A SUPPLY AND DEMAND PERSPECTIVE.....	811
<i>Yunqing Luo</i>	

Author Index